

(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property
Organization
International Bureau



(43) International Publication Date
28 October 2004 (28.10.2004)

PCT

(10) International Publication Number
WO 2004/093367 A3

(51) International Patent Classification⁷: **H04L 12/66,**
G06F 17/60

[US/GB]; Unilever R & D Port Sunlight, Quarry Road
East, Bebington, Wirral, Merseyside CH63 3JW (GB).

(21) International Application Number:
PCT/US2004/011464

(74) Agent: **PLOTKIN, Ellen**; Unilever Patent Department, 45
River Road, Edgewater, NJ 07020 (US).

(22) International Filing Date: 14 April 2004 (14.04.2004)

(81) Designated States (*unless otherwise indicated, for every
kind of national protection available*): AE, AG, AL, AM,
AT, AU, AZ, BA, BB, BG, BR, BW, BY, BZ, CA, CH, CN,
CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI,
GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE,
KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD,
MG, MK, MN, MW, MX, MZ, NA, NI, NO, NZ, OM, PG,
PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, SY, TJ, TM,
TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, YU, ZA, ZM,
ZW.

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:
03252373.0 15 April 2003 (15.04.2003) EP

(71) Applicant (*for AL, AM, AT, AZ, BA, BE, BF, BG, BJ, BR,
BY, CF, CG, CH, CI, CM, CN, CO, CR, CU, CZ, DE, DK,
DM, DZ, EC, EE, ES, FI, FR, GA, GE, GN, GQ, GR, GW,
HR, HU, ID, IS, IT, JP, KG, KP, KR, KZ, LR, LT, LU, LV,
MA, MC, MD, MG, MK, ML, MR, MX, MZ, NA, NE, NI,
NL, NO, PH, PL, PT, RO, RU, SE, SI, SK, SN, SY, TD, TG,
TJ, TM, TN, TR, UA, UZ, VN, YU only*): **UNILEVER N.**
V. [NL/NL]; Weena 455, NL-3013 AL Rotterdam (NL).

(84) Designated States (*unless otherwise indicated, for every
kind of regional protection available*): ARIPO (BW, GH,
GM, KE, LS, MW, MZ, SD, SL, SZ, TZ, UG, ZM, ZW),
Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), Euro-
pean (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR,
GB, GR, HU, IE, IT, LU, MC, NL, PL, PT, RO, SE, SI, SK,
TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW,
ML, MR, NE, SN, TD, TG).

(71) Applicant (*for AE, AG, AU, BB, BW, BZ, CA, CY, EG,
GB, GD, GH, GM, IE, IL, KE, LC, LK, LS, MN, MW, NZ,
OM, PG, SC, SD, SG, SL, SZ, TT, TZ, UG, VC, ZA, ZM,
ZW only*): **UNILEVER PLC** [GB/GB]; Unilever House,
Blackfriars, London, Greater London EC4P 4BQ (GB).

Published:

- *with international search report*
- *before the expiration of the time limit for amending the
claims and to be republished in the event of receipt of
amendments*

(71) Applicant (*for IN only*): **HINDUSTAN LEVER LIM-
ITED** [IN/IN]; Hindustan Lever House, 165/166 Backbay
Reclamation, Mumbai 400 020 (IN).

(88) Date of publication of the international search report:
9 December 2004

(72) Inventor; and

(75) Inventor/Applicant (*for US only*): **PATEL, Shail**

*For two-letter codes and other abbreviations, refer to the "Guid-
ance Notes on Codes and Abbreviations" appearing at the begin-
ning of each regular issue of the PCT Gazette.*

(54) Title: **INTERACTION SYSTEM**

(57) Abstract: The present invention provides an electronic system for interaction between a specific user and a service provider, comprising receipt means for obtaining information from the user for establishing a profile of said user; control means for the service provider for providing and displaying one or more systems responses to the input provided under receipt means; means for initialising one or more business rules for each type of system response, said business rules specifying the match between the system response and the related user profile and also the desired outcome in terms of actions to be taken by the user; means for selecting the most appropriate business rule for the user, based on the input given under receipt means; means for observing the behaviour of the user and feedback means for updating the business rules based on the difference between the desired outcome and the actual behaviour by the user.

WO 2004/093367 A3

10517934

INTERNATIONAL SEARCH REPORT

International application No.

PCT/US04/11464

A. CLASSIFICATION OF SUBJECT MATTER

IPC(7) : H04L 12/66; G06F 17/60

US CL : 370/463; 705/10

According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

U.S. : 370/463; 705/10

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A	US 6,012,051 A (SAMMON, Jr. et al) 04 January 2000 (04.01.2000), see entire document.	1-9

☐ Further documents are listed in the continuation of Box C.☐ See patent family annex.

* Special categories of cited documents:

"A" document defining the general state of the art which is not considered to be of particular relevance

"B" earlier application or patent published on or after the international filing date

"L" document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified)

"O" document referring to an oral disclosure, use, exhibition or other means

"P" document published prior to the international filing date but later than the priority date claimed

"T"

later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention

"X"

document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone

"Y"

document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art

"&"

document member of the same patent family

Date of the actual completion of the international search

10 September 2004 (10.09.2004)

Date of mailing of the international search report

14 OCT 2004

Name and mailing address of the ISA/US

Mail Stop PCT, Attn: ISA/US
Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

Facsimile No. (703) 305-3230

Authorized officer

Steven HD Nguyen

Telephone No. (571) 272-2800

Rugenia Zogian